



**CENTER CITY AUTHORITY
MARKETING COMMITTEE MEETING**

Minutes

Thursday, May 1, 2014, 8:15 A.M.

Conference Room B, Midland City Hall

Attending: Dave Ginis, Jennifer Chappel

Staff Attending: Selina Tisdale, Lacey Todd

What's New -

1. Business Additions/Closure/Changes to promote
 - a. Muddy Paws – opening soon
 - b. Bigby Coffee – under construction
 - c. Subway – under construction
 - d. Jimmy Johns – reopens
 - e. Hamiltons – closed
 - f. Papa Johns – moving in July
2. Section Leaders Updates
 - a. Updated Businesses - Section Maps
 - b. Review up-to-date lists for additions/deletions/changes

Paid Advertising Opportunities - GLB Magazine Opportunity

1. Four Months of Advertising split between 8 businesses with each business paying \$120.00 per month of advertising and the CCA paying \$433.00 per month of advertising.

Bob Negen WhizBang Retail Boot Camp Seminar, May 14 – Currently 17 people signed up and Dave will have a quote for one final e-mail blast.

Signs Project Update – Waiting for City of Midland Engineering as they review the project.

2014 Event Calendar

3. Sidewalk Sales – August 5-7
4. Santa Parade – Nov 22
5. Holiday Open House – Nov 14-15

CCA Social Media

1. CCA e-newsletter – April 39% open rate and 9% click rate (down from previous publication)
2. Website Updates – 140 page views, 63 sessions mostly concentrated on the WhizBang Registration and on the Space Available page
3. Facebook Updates – 424 likes, down 1 – need to cross promote each other.

Jennifer Chappel announced she will be resigning as section leader.

Next meeting will be on 06-05-2014, 8:15 a.m.